

Carolyn McMurray



Freelance copywriter

+44 (0) 7512 473 922

carolynmcmurray171@gmail.com

 [LinkedIn profile](#)

Profile

Copywriter with 4 years of experience writing creative and on-brand copy for the B2B and tech space, PR & communications industry and the health and rehabilitation sector.

Easily able to adapt to different tone-of-voices and industries. Crafting everything from newsletters, social media copy and website copy to blog content.

Skills

- Excellent grasp of grammar and the written word
- Microsoft office, Gsuite and CMS like WordPress
- Great solo-worker and team-player
- Reliable, strong time-management and fast writer
- SEO (internal linking building, keyword research, knowledge of SEO tools and systems like SEMrush and SEO Surfer)

Areas of expertise

- Social media copy
- Blogging
- Website content
- SEO copy
- Marketing copy
(client-side and internal)

Portfolio

<https://www.clippings.me/carolynmcmurrayportfolio>

Education

**Queen Mary
University of London**

English Literature & Creative Writing

Hobbies

- Open-water swimming
- Cold water therapy
- Running
- Reading
- Travelling

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Experience

Freelance copywriter

Lexical Llama - content agency for ad/mar tech sector

2022 - Present

- Writing up weekly newsletters for Verizon through Next Street and Lexical Llama
- Writing up short and long-form blog posts on technical topics (Ad tech platforms, SaaS platforms, SaaS advertising, NFTs, and G2 software awards)
- Writing for a range of tech companies such as Scoro, Hybrid Theory, and Acorn-i
- Writing up internal copy for the Lexical Llama blog
- Building in SEO links and keywords into copy
- Weekly meetings with clients

Freelance copywriter

The Creative Copywriter (TCC) - creative copywriting agency

2022 - Present

- Writing up regular long-form blog posts for the TCC blog page (topics have included content strategy, copywriting tips, and content marketing)
- Writing up ad copy for TCC's Copywriting Academy (Google Ads)
- Writing up social copy and teasers to promote TCC's blog posts on various channels (Facebook, Twitter, and LinkedIn)
- Writing up email promotions and teasers for upcoming blog posts

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Experience (continued)

Freelance copywriter

Mint - creative agency

2021 - Present

- Writing up long-form blog posts and website copy for clients in the healthcare sector, particularly rehabilitation and recovery clinics
- Building content into spreadsheets
- Using SEO tools and systems like SEMrush and SEO Surfer to build targeted keywords into the copy

Testimonial

Carolyn has performed brilliantly, producing a range of consistent, high-quality copywriting pieces at a fast pace. She is able to quickly understand concepts and switch voices and tones fluently according to the client.

Carolyn has excellent interpersonal skills and isn't afraid of reflective practice – she asks questions when she needs to and takes criticism on board well.

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Sociate - PR and social media agency

2021 - 2022

- Creating weekly blog posts and uploading them to the site via WordPress
- Writing up internal agency content (emails, newsletters, and social media content)
- Writing up copy for clients in the healthcare, food/beverage industry, arts & crafts, and more
- Editing and proof-reading intern copy
- Handling a client account head-on and working with them to write up regular social media copy
- Leading a blog bundle package and being the main point of contact for blog copywriting projects
- Writing up press releases

Niall Trelfa

Digital Marketing Manager

niall@mintcreativemarketing.com

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Experience (continued)

Freelance copywriter

Accelerate - SEO agency

2020 - 2022

- Writing long-form blog content, eBooks, and website copy for clients in the B2B and SaaS space. Topics include: VoIP, cloud communications, and geolocation marketing
- Keeping to strict deadlines
- Keeping in line with the brief
- Required a working knowledge of SEO (building in internal links within pieces and using targeted keywords)
- Liaising with the editors and management team

Testimonial

I've worked with Carolyn and edited her writing work for a while now. She's consistently shown a high-level of technical writing ability and willingness to adapt her style to the particular requirements of (often quite demanding) commercial clients.

In writing across various genres and niches, Carolyn's also demonstrated an ability to perform extensive research and write authoritatively on a range of varied subjects.

Perhaps most important of all, Carolyn's also always receptive to feedback and shows an eagerness to learn and improve in her writing. She works well with a team of editors and consistently delivers high-quality content, on time, even when tight deadlines are occasionally required.

Nick Wright

Head of editorial

nick.wright@accelerate-agency.com

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Experience (continued)

Freelance copywriter

Polymensa - board advisors for agencies

2020 - 2022

- Writing up blog content and articles on marketing and topics that affect 'new' agency founders (utilisations and forecasting, remote onboarding, and culture to name just a few).
- Keeping to strict deadlines
- Writing up transcripts
- Writing up readable, interesting blog posts based on transcripts and audio podcasts
- Reaching out to clients and sending out the weekly writing round-ups

Testimonial

We help agencies build their advisory boards. As part of this we run a community with events for agency founders and cover a wide range of highly complex business topics such as utilisations & forecasting, mergers & acquisition, leadership, etc. We often bring in Carolyn to write/summarise up training sessions we do with agency leaders. These are then used as reading material or marketing. I've been consistently amazed at how quickly she grasps a topic that not even most business owners fully understand and can produce a high quality writeup - incredibly fast. Carolyn is always eager to learn and understand the context of what she is writing about, doing extensive research, but never letting that affect her deadlines. She's always on time. It shows the level of her ambition. I highly recommend Carolyn as a competent copywriter for all content challenges. She's reliable, smart, a quick thinker and writer. Always eager to produce the best possible work for her clients.

Daniel de la Cruz

Founder

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Awards & Certificates

26 Community - Emerging Writer Award

Winner

2022

SEO Manager Certification

Bluearray

2022

